

ABSTRACT OF THE INVENTION

A method, system, and medium are provided for more specifically routing a communications request in an environment where an intermediary facilitates the request. The method includes retrieving a set of preferences associated with an initiator of the request, retrieving profile data related to multiple facilitators who may respond to the communications request, and selecting a specific facilitator based on the set of preferences and profile data. The system includes a preferences database for storing information related to calling preferences of a caller; a profiles database for storing a set of attributes associated with a plurality of agents who facilitate calls between parties; and a set of embodied computer-useable instructions for referencing the preferences database and the profiles database incident to receiving the communications request to designate an order to one or more of agents to satisfy the communications request.